

Message Text

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PAGE 01 STATE 023646

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ORIGIN ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 USIA-15 RSC-01 /048 R

DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WEKNEPPER

ARA/CEN:MWCOTTER

EB/CBA/OCA:JSIMMONS

COMMERCE:OIM/BIC:WSLYNCH

COMMERCE:OIM/BIC:RSTERN

USIA-ILA:JCORR

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R 051629Z FEB 74

FM SECSTATE WASHDC

TO AMEMBASSY SAN SALVADOR

UNCLAS STATE 023646

E.O. 11652: N/A

TAGS: BEXP, ES, AFSP

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) -
EL SALVADOR

REF: (A) SAN SALVADOR 4561; (B) SAN SALVADOR 4494;
(C) STATE 12876

1 ACTION STAFF FOR EL SALVADOR CAP HAS BEEN ESTABLISHED
AS FOLLOWS:

FROM STATE - ARA/CEN - MICHAEL W. COTTER, CHIEF OF EL SAL-
VADOR POLITICAL/ECONOMIC AFFAIRS; ARA/ECP - EDWARD M. COHEN,
DEPUTY COMMERCIAL COORDINATOR; EB/CBA/OCA - JOHN SIMMONS,
ARA LIAISON OFFICER.

FROM COMMERCE - OIM/IC - WILLIAM S. LYNCH, DEPUTY ASSIST
ANT DIRECTOR; OIM/BIC - ROBERT STERN, EL SALVADOR COUNTRY
SPECIALIST.

FROM USIA - ILA - JOHN CORR, EL SALVADOR PROGRAM OFFICER

UNCLASSIFIED

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PAGE 02 STATE 023646

2. ACTION STAFF HAS CAREFULLY REVIEWED EMBASSY'S PROPOSED

CAP (REFTEL A) AND SUBMITS FOLLOWING COMMENTS:

(A) ON THE WHOLE, THE CAP CONSTITUTES A SOLID, WELL-
PREPARED PROGRAM, REFLECTING COMMENDABLE WILLINGNESS ON

PART OF EMBASSY TO UNDERTAKE NEW INITIATIVES.

(B) RE OBJECTIVE ONE, WE BELIEVE THAT EMBASSY HAS CHOSEN
WISELY IN SELECTING THE TARGET INDUSTRIES AND TARGETS OF
OPPORTUNITY TO BE GIVEN SPECIAL ATTENTION. WE ARE GRATI-
FIED TO NOTE STRONG EMPHASIS ON SYSTEMATIC MARKET
RESEARCH OPERATIONS (ACTION ONE). REGARDING ACTION TWO,
WHICH IN EFFECT CALLS FOR STRENGTHENING EMBASSY'S "EARLY
WARNING" SYSTEM, EMBASSY MAY WISH TO CONSIDER ADOPTING
TECHNIQUE INITIATED IN PILOT FY 1974 CCP FOR COLOMBIA,
NAMELY: DESIGNATING ENTIRE COUNTRY TEAM AS "LOOK-OUT
STAFF FOR MAJOR COMMERCIAL OPPORTUNITIES," AND REQUIRING
EACH MEMBER OF COUNTRY TEAM TO REPORT, AT ONE MEETING
EACH MONTH, ON CURRENT AND PROSPECTIVE MAJOR OPPORTUNI-
TIES DETECTED IN HIS OR HER RESPECTIVE FUNCTIONAL FIELD.

(C) RE OBJECTIVE TWO, WE REGRET COMMERCE IS UNABLE TO
PROVIDE THE FINANCIAL SUPPORT REQUESTED BY EMBASSY FOR
U.S. PARTICIPATION IN EL SALVADOR'S SIXTH INTERNATIONAL
FAIR THIS NOVEMBER. HOWEVER, WE UNDERSTAND THAT EMBASSY,
ON ITS OWN INITIATIVE AND WITH CONSIDERABLE RESOURCEFUL-
NESS, IS PROCEEDING TO ARRANGE SMALLER-SCALE ALTERNATIVE
FORM OF U.S. PARTICIPATION IN THE FAIR. WE THEREFORE
PROPOSE THAT OBJECTIVE TWO BE RETAINED, BUT THAT THE
TEXT OF ACTIONS ONE AND TWO UNDER IT (IN REFTEL A) BE
REVISED AS FOLLOWS: "ACTION ONE: BY FEBRUARY 8, EMBASSY
WILL SEND TELEGRAM TO USDOC, STATE AND USIA CONCISELY
OUTLINING EMBASSY'S PROPOSAL FOR U.S. PARTICIPATION IN
SIXTH INTERNATIONAL FAIR, SPECIFYING NATURE OF PROPOSED
DISPLAY, AND DETAILING KINDS AND AMOUNTS OF RESOURCES
EXPECTED TO BE CONTRIBUTED BY EMBASSY (INCLUDING USIS).
ACTION TWO: UPON RECEIPT OF THIS TELEGRAM IN WASHINGTON,
THE ACTION STAFF WILL CONFER AND SEEK TO DEVISE WAYS AND
MEANS, IF POSSIBLE, FOR WASHINGTON AGENCIES TO HELP
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PAGE 03 STATE 023646

EMBASSY PROMULGATE THE PROPOSAL FOR A U.S. DISPLAY."

(D) RE OBJECTIVE THREE, WE LOOK FORWARD TO RECEIVING THE
EMBASSY'S PROPOSALS FOR REPROGRAMMING OF ITS WORKLOADS
AND ITS FUNDS (AS PER ACTIONS ONE AND TWO) SO AS TO DEVOTE
MORE RESOURCES TO ITS COMMERCIAL FUNCTIONS. PLEASE SUB-
MIT THESE PROPOSALS ASAP, IF NOT ALREADY SUBMITTED. WE
ANTICIPATE THAT THE EMBASSY'S EFFORTS ALONG THESE LINES

WILL BE FACILITATED APPRECIABLY BY THE INCREASED FUNDS IT HAS BEEN ALLOTTED FOR FY 1974 COMMERCIAL FUNCTIONS, AS PER STATE'S DS150-A, "ADVICE OF ALLOTMENT," CHANGE 1, DATED DECEMBER 28, 1973.

3. THE ACTION STAFF LOOKS FORWARD TO RECEIVING THE MONTHLY REPORTS OF THE TASK FORCE ESTABLISHED BY THE EMBASSY (REFTEL B), AND WE ENCOURAGE THE EMBASSY TO COMMUNICATE WITH EACH OR ANY OF US WHENEVER THE EMBASSY FEELS A NEED FOR SPECIAL SUPPORT IN WASHINGTON ON A MATTER OF IMPORTANCE FOR THE SUCCESS OF ITS COMMERCIAL ENDEAVORS. KISSINGER

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